

DUTY STATEMENT



☒ **CURRENT**

☐ **PROPOSED**

CIVIL SERVICE CLASSIFICATION Staff Services Manager II (Supervisory)		WORKING TITLE Community Engagement Manager		
PROGRAM NAME Office of External Affairs			UNIT NAME Click or tap here to enter text.	
ASSIGNED SPECIFIC LOCATION Sacramento				POSITION NUMBER 400- 108-4801-046
BARGAINING UNIT S01	WORK WEEK GROUP E	BILINGUAL POSITION No	CONFLICT OF INTEREST FILER No	BACKGROUND CHECK No

General Statement

The Community Engagement Manager is the leader of a dynamic team charged to coordinate and lead the department's and divisions' community engagement. Under the administrative direction of the Office of External Affairs Deputy Director and Assistant Deputy Director, the Community Engagement Manager coordinates with DIR senior leaders, divisions, programs, boards, commissions and units to develop a cohesive outreach and education strategy that is equity-embedded and aligns with the department's and Labor and Workforce Development Agency's vision, goals and objectives. The Community Engagement Manager supervises a unit of journey person-level staff and analysts with the goal of developing and implementing DIR's outreach strategies through social media, videos, podcasts, photography, infographics, publications and other mediums, with input from department leadership, stakeholders and other agencies. DIR administers to a diverse, multilingual audience of workers, employers and other stakeholders. The Community Engagement Manager effectively communicates with these diverse audiences. Proficiency in Spanish or another language commonly spoken in California is preferred but not required.

Candidates must be able to perform the following essential functions with or without reasonable accommodations.

Percentage of Time Spent	Duties <u>Essential Job Functions</u>
35%	Supervises DIR's Outreach and Marketing team, ensures staffmembers meet or exceed important goals and deadlines, and provides feedback to staff on their performance. Manages the outreach and education elements of the department's Office of External Affairs (OEA). Oversees education and outreach activities targeting vulnerable, limited-English speaking workers, employers, community-based organizations (CBOs), industry associations, worker advocacy groups and other stakeholders. Establishes and maintains priorities, enlisting management and program support of internal and external communications goals. Identifies opportunities and challenges to the outreach and education program, and formulates department-wide policy recommendations and strategies in the areas of public information and outreach needs, worker, employer and stakeholder communication and information needs, effective products, interagency cooperation, cost-effective production and dissemination methods, emerging technologies and future program needs and trends. Establishes and administers quality control safeguards to ensure proper management review. Develops

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	<p>program and operational plans specific to the OEA outreach team, establishes and cultivates partnerships with outside entities including labor and management organizations, stakeholders, government, CBOs and other non-profit entities. Develops publicity and communication plans to facilitate knowledge and understanding of the department's programs, goals and related partnerships. Reviews, analyzes and evaluates the impact of policy and legislative changes as they relate to education and outreach, translations and media relations. Prepares or oversees the preparation of cost analyses related to proposed changes, and participates in planning efforts to implement outreach and education projects.</p>
25%	<p>Maintains regular and continuing contact with DIR's division-level community engagement liaisons, other division contacts, stakeholders and government partners, keeping open lines of communication, identifying issues and concerns, and planning for meetings and forums. Regularly meets, gathers reports, shares information and collaborates with OEA's outreach and marketing team, DIR division leaders, senior leadership and the team's project manager. Initiates or actively participates in and leads meetings and forums as appropriate. Maintains a constant awareness of developments affecting California's vulnerable workers and employers, and advises the department on recommended actions. Facilitates the interaction between DIR divisions and stakeholders for outreach.</p>
20%	<p>Reports on outreach activity outcomes with measurable metrics. Conducts evaluations of outreach strategies to determine the effectiveness of the department's outreach efforts. Analyzes input from liaison activities with common themes and problems, and develops and makes recommendations for educational and/or systemic changes to address these issues. Provides recommendations to department management based on data and feedback from the outreach and marketing team, liaisons, department leadership and stakeholders.</p>
15%	<p>Collaborates with DIR leadership, divisions and programs, the Labor and Workforce Development Agency and the Agricultural Labor Relations Board in planning and facilitating cross-program working groups, including collaborating with division-level community engagement liaisons. Develops proposals for integrated outreach projects with input from executive leadership, program staff and public stakeholders' feedback.</p>
Percentage of Time Spent	Marginal Job Functions
5%	<p>Performs other duties as assigned including but not limited to serving on committees, special work teams and task forces related to outreach and education, and department activities. Consults with departmental employees, leadership and stakeholders regarding outreach, education or related topics. Assists in developing documents as recommended by management. Attends meetings and training classes as required.</p>

Conduct, Attendance, and Performance Expectations

This position requires the incumbent to maintain consistent and regular attendance as determined by business needs; communicate effectively orally and in writing in dealing with the public and/or

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other employees; develop and maintain knowledge and skill related to methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures. Must be regularly available and willing to work the hours the Department determines are necessary to meet its business needs.

The Community Engagement Manager is a leader and is expected to demonstrate a positive attitude and a commitment to providing service, which is accurate, timely, comprehensive, and exceeds customer expectations. This position requires the incumbent to supervise staff and maintain confidentiality on personnel matters.

Supervision Received

The incumbent reports directly to and receives the majority of assignments from the OEA Assistant Deputy Director. The incumbent also receives assignments from the OEA Deputy Director.

Supervision Exercised

The incumbent directly supervises two Staff Services Manager I positions, up to two graphic designers and up to four Associate Governmental Program Analysts (outreach and education specialists and a coordinator).

Work Environment, Special Requirements/Other Information, Physical Abilities, Additional Requirements/Expectations, and Personal Contacts

Work Environment

This position will often require travel within the state (25%-40%). This position also requires responsiveness to the public, and attendance of public meetings outside of normal business hours.

The incumbent is expected to maintain a hybrid work schedule with a minimum of two days per week in the office based on operational needs. While at their base of operation, the incumbent will work in a climate-controlled office under artificial lighting. The employee will be required to travel outside of their workstation to make periodic visits for departmental events and to perform other general tasks.

Special Requirements/Other Information

The incumbent must demonstrate the ability to establish and maintain cooperative working relationships with staff at all levels both within and outside of DIR to complete work assignments. The incumbent must demonstrate the ability to use the internet, email, desktop applications and presentation software to complete assignments.

Physical Abilities

The position requires the ability for prolonged sitting, to work at a computer for extended periods of time, and to move and transport office items in a safe manner.

Additional Requirements/Expectations

The incumbent must handle sensitive and confidential materials and matters in a professional

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manner and establish cooperative working relationships with others.

Personal Contacts

The incumbent has daily contact with other OEA staff and staff in the Director's Office, and also has contact frequently with other DIR divisions, programs, boards, commissions and units.

Employee Acknowledgment

I have read and understand the duties listed above and certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform these assigned duties as described above with or without reasonable accommodation. If you believe a reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for a reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Diversity and Inclusion Office.

Employee Name

Employee Signature

Date

Supervisor Acknowledgment

I certify this duty statement represents a current and accurate description of the essential functions of this position. I have discussed the duties of this position with the employee and provided the employee with a copy of this duty statement.

Supervisor Name

Supervisor Signature

Date

HUMAN RESOURCES OFFICE APPROVAL

KL

C&P Analyst Initials

4/19/2023

Approval Date